



News and Views

The Newsletter of the Tennessee Public Library Management Institute

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Judith Gibbons speaks about library advocacy

Promoting Library Advocacy

On Friday, Judith Gibbons, the American Library Association's national co-chair for its Library Advocacy campaign, spoke to the "Institooters". The results of effective library advocacy include raised community awareness, expanded library usage, increased funding and involvement in public policy and the recruitment of new librarians. Ms. Gibbons had many suggestions for sending effective library messages to local groups and the media. One of the most effective ways to send a message is to do research and create a memorable sound

bite, such as "There are more libraries in the U.S. than McDonald's," or "More children attend Summer Reading programs in American libraries than play Little League Baseball."

Ms. Gibbons explained that the audience is a key element to consider when preparing a presentation. She reminded the "Institooters" to talk to the audience in its own language (i.e. do not use library jargon that may not be understood), relate the topics to the audience's agenda and demonstrate the need for the audience's support. Ms. Gibbons also stressed honesty, directness and brevity when making a presentation.



Participants listen to suggestions from Ms. Gibbons

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Finally, Ms. Gibbons discussed developing relationships within the community. In order to do this effectively, each library should formally recognize contributions from community groups and individuals and take advantage of scheduled and unscheduled opportunities to share library success stories and photographs. Each "Institooter" wrote

down something they pledged to do for library advocacy when they returned home. Suggestions included: Post the library's newsletter on the Friends' website; promote the library with a bumper sticker campaign; prepare a list of key topics and issues they could speak about at a moment's notice; start attending all City Council meetings to learn what the hot topics are; join at least one civic organization.



Jane Pinkston and the "Institooters" review the week

What We Have Learned at PLMI

Jane Pinkston concluded the Public Library Management Institute workshops on Friday with a review of the materials covered during the week. Highlights of each speaker's presentations were discussed. Ms. Pinkston reiterated the theme of this year's Institute was "Leadership". Ms. Pinkston then provided the "Institooters" an outline of what to expect during the course of the institute as they pursue their certification. The second year will be focused on "Management" skills such as budget and policy writing. The third year's theme will be "Building Partnerships". The participants were instructed to attend at least 5 workshops (4 regionally sponsored) before the next Institute in May 2004 and to visit the State Library and Archives for one full day's orientation before the three year cycle is completed. The "Institooters" were encouraged to go back to their libraries and practice the leadership skills and suggestions

they learned at this year's Institute. The participants eagerly responded that they had gained a wealth of information and training during their first year at the Public Library Management Institute and look forward to the next session of the Institute.

"Institooters" Get Creative

Just prior to Friday's completion of the 2003 Public Library Management Institute, the participants showcased their presentations from the assignments given on Monday. The participants were divided into nine groups of four and instructed to incorporate the skills and information they received during the week into informal presentations.



It's Charlie's (oops -that's Curtie's) Angels

Institute creativity came out as they performed skits with Charlie's Angels, alphabet soup, a library timeline from past to future, a box of crayons, and a "Jeopardy-like" game show. Many of the participants exhibited their artistic talents with drawing, singing and acting. As Secretary of State Darnell stated "This is the most creative group of participants ever." Pictures of all the presentations and the entire week of the Institute will be included on a website (please note: the website is under construction as this time) for the Public Library Management at <http://www.state.tn.us/sos/statelib/p&d/plmi>.

Secretary of State Darnell Praises “Institooters”



Words of praise from Secretary of State Darnell

Following the group presentations, Secretary of State Riley Darnell congratulated the “Institooters” for their successful completion of the first year of the Public Library Management Institute. Secretary Darnell was very impressed with the group presentations as well as the overall excitement exhibited by the participants. Jane Pinkston and Secretary Darnell presented the 36 “Institooters” with certificates for completion of the 2003 PLMI. Photographs of the participants receiving their certificates from Secretary Darnell will be posted on the coming website. Congratulations to all of the “Institooters” for a great week!

Ones to Watch Out For:



2003 Public Library Management Institute Participants

This group of “Institooters” looks to be well on its way to achieving great success in the coming years of the Public Library Management Institute.

If You Thought That Was All. . .

Then you are sorely mistaken! In all the activity that took place on Friday, some may have forgotten about the “little gathering” that took place on the second floor lobby of Blount Hall Thursday night.



Anita, James and Jan are dressed for the occasion!

The talk on Friday morning centered on the delirium and shenanigans that occurred during Thursday night’s pajama party. There was singing, dancing, a conga line and an extremely suspicious feather boa (it seemed that anyone who touched the boa instantly developed the need to entertain the audience)! The participants enjoyed letting their extrovert personalities come out – even those that are normally very introverted. While not mentioning any names, some of the most entertaining events included a *Sonny and Cher* duet, an invigorating dance to *Footloose*, and a wonderful performance of *Diamonds Are a Girl’s Best Friend*. You’ll have to ask the “Institooters” for the details and maybe even get some of the names of those involved (Hint: You might find some of these pictures on the website as well)! A good time was had by all!